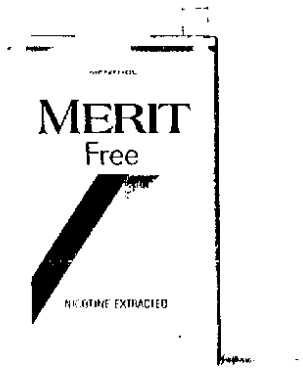
"They took caffeine out of coffee. Now Merit takes nicotine out of tobacco the same way."

Harold A. Jenkins
Project Manager
Philip Morris R&D
Richmond, Va.

Introducing Nicotine-Extracted™ Merit Free Menthol.

The cool, menthol taste is refreshing and enjoyable, yet 97% of the nicotine has been extracted by our all natural N-EXT process, the same way caffeine is removed from coffee. Light up and enjoy this remarkable new cigarette. One puff will tell you we've taken away nicotine, but not the pleasure of a refreshing menthol cigarette.

Nicotine-Extracted tobacco. A solution with Merit.



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/khmj0004